



# Financing a greener tomorrow

*“Investing in green will be to the 21<sup>st</sup> century what investing in technology was to the 20<sup>th</sup> century”*

— New York Times Bestseller, *Go Green, Live Rich* - David Bach

When investors think of investing Green they think of sectors such as solar, geothermal, and biofuels. Those sectors have certainly generated much excitement, but as this Green movement gains the attention of more and more investors, there are new opportunities that arise that are outside of the typical green energy sector. At **Hoesgen Investment Partners**, we have found an opportunity that we think is one of the most potentially lucrative and unique investment opportunities.

**Greenscape Capital Group** [GRN-TSXV] identifies companies in the eco-friendly consumer retail space. Greenscape’s innovative business model is to capture a niche marketplace through the funding and management of a unique portfolio of emerging, eco-friendly companies. These companies design and manufacture fashionable and functional products that are eco-friendly or in the process of becoming more eco-aware. As a value added financier, Greenscape will assist its portfolio in evolving the eco-friendly marketplace as a profitable entity by providing a full range of eco-consulting services.

This eco-consulting service, **Greenscape Consulting**, in our opinion, could be a huge revenue generator for Greenscape. Consulting is one of the highest margin and most potentially profitable business models in the world. It’s got low overhead that is scalable. The demand from businesses to go green is rapidly increasing whether it’s for profit-driven or ethical reasons or both.

Another flagship company within the Greenscape portfolio is **Lela Designs**, which is an eco-friendly company in the

Women’s Sports Apparel Industry. The company currently has two LPGA tour participants that wear the Lela Golf clothing line. Its clothing line is carried in 71 wholesale retailers in Canada and 40 wholesale retailers in the United States. The company launched in 2006 and has exceeded its yearly sales targets since commencing in the Spring of 2007 by 66% in year one and 100% in year two.

What makes Lela Designs eco-friendly is the fact that they use fabrics such as bamboo and organic cotton. Other fabrics used by manufacturers use chemicals and pesticides which taint drinking water and groundwater, and poison the fish that are caught for human consumption. Organic and eco fibers like bamboo and organic cotton grow without any pesticides or chemical fertilizers. Eco and organic fabric biodegrade naturally over time. Synthetic fibers eventually become waste and let off harmful toxins when they degrade.

Greenscape has an impressive portfolio of companies that they own and/or operate. We invite you to please visit their website [www.greenscapecapital.com](http://www.greenscapecapital.com) if you are interested in further details pertaining to the individual companies.

With this unique business model, we believe Greenscape to be a “first mover” in their marketplace. More manufacturers and retailers are progressively seeking eco-friendly solutions. In our opinion, being green is becoming a necessary part of doing business and being profitable in a green conscious marketplace.

*I believe green investing will soon become a hot social trend throughout capital markets on a scale that ‘socially responsible investing’*



A stylish example from the eco-sensitive Spring 2010 fashion collection of Lela Designs. Photo courtesy Lela Designs.

*never began to approach. It is only a matter of time before big public pension plans, endowments and foundations start carving out specialized allocations for green investing. The cost of guilt will translate into a premium price on green stocks – Forbes Magazine June 16<sup>th</sup>, 2008 – Ken Fisher.*

Beside’s having first mover status, the company has built a very experienced and capable management team. Bryan Slusarchuk, heads the company as CEO and director. Mr. Slusarchuk has significant experience financing and operating companies involved in a wide range of sectors and has managed capital for multiple companies including companies involved in consumer goods, retail, media and manufacturing.

Another key director is Edward Wright. Mr. Wright has extensive management and leadership experience in the luxury retail and wholesale sectors. Until 2006, Mr. Wright was the Executive Vice President of Retail in North America for Cartier, a top international luxury brand. While at Cartier, Mr. Wright was responsible for the development and operations of the entire North American retail division.

Tina Hofer is a Director of Greenscape and the Managing Director of Lela Designs. Tina Hofer is an experienced fashion entrepreneur who is the driving force behind Lela Designs in terms of operations and strategic planning. Ms. Hofer founded Lela Designs in January 2006 after recognizing a need for fashionable, eco-luxury women's golf wear.

Michael Hofer, CCEP, Director and Manager of Environmental and Corporate Integration, is an environmental expert and is instrumental in developing and guiding the company's environmental pro-

ocols and standards.

We believe the boom in green stocks is just beginning. Ultimately, the days are numbered for unsustainable businesses, and there are great profit opportunities for those who get in early on the first wave of new businesses that will take their place.

The future looks very promising for green stocks. The world is slowly but surely waking up to the need for a new way of doing business. Companies are learning that green business is good business. Utilizing foresight, you may wish consider Greenscape as an investment and you should see great dividends in the years to come.

Greenscape Capital is scheduled to IPO on October 23 so by the time you read this they are trading publicly on the TSX Venture under the symbol GRN. We believe Greenscape will be a very exciting IPO, right out of the gate, so get it on your radar. ■

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